

Love your skin.

Protect it.

Be kind to it.

Save it.

If truth is beauty, then the facts speak for themselves. It takes only 15 minutes for the sun's UV rays to damage your skin. So protect your skin every chance you get. Wear sunscreen whenever you're outdoors, even on cloudy days. Find shade. Wear a hat to protect your face and head. Watch for changes in your skin. Every eight minutes someone is diagnosed with melanoma. Caught early, the five-year survivial rate for melanoma is 92%. Healthy living begins with healthy skin.

Protect the one thing that protects you. And be brilliant.

Melanoma Research Alliance

